

SYSTEM AND METHOD FOR CONDUCTING TRANSACTIONS
INVOLVING GENERICALLY IDENTIFIED ITEMS

ABSTRACT OF THE DISCLOSURE

A transaction system includes an item master database that stores generic information and specific information associated with one or more items and an inventory database that stores availability and price data associated with the items. The transaction system also includes a transaction engine that receives an item availability request including one or more parameters. The transaction engine accesses the item master database and the inventory database to obtain information associated with the request and determines one or more items that meet the parameters of the request. The transaction system also communicates a list of the items meeting the parameters. The list includes at least one generic item listing. Furthermore, the transaction system receives a request for an item associated with a generic item listing and completes a transaction associated with the item.